



**HOW TO
GROW YOUR
“ARMY OF THE
ENGAGED”**

As a lead ambassador for your organization, consider yourself to be in the “invitation business.” Your role is to be a visible and vocal voice/face/storyteller in the service of building what we call the “army of the engaged.”

The ability of any organization to have influence, impact, and resources comes from the volume of people who are aware of the good work of your organization and are invited to have the opportunity to be a part of it.

This template is designed to address the ‘paralysis’ that comes from the question: *“Do you know anyone we can ask to...”* It’s nearly impossible to consider a list of folks to engage outside of the context in which you know them. In this template, we offer just that context.

HOW TO FILL OUT THE FORM

With a pen in one hand and your smart phone in the other, consider the following questions and begin to consider all of your personal and professional orbits. In each of these orbits are different people, many of whom may have no idea that you are a lead ambassador for an organization you care deeply about.

For each prompt, try to identify 3-5 names. Include at least an email address.

WHAT WILL HAPPEN TO THE FORM (AND THE NAMES)

Maybe the organization has an event coming up? Perhaps an e-appeal? Maybe you will decide to host a brunch? Or better still, can this be the beginning of your own personal cultivation, which you can begin by sending an email to each to let them know you are a board member, why you love the organization, and then tell one success story?

Whatever you do, make a collective plan and commitment and continue to use these and refer to them. Perhaps an iPhone or Android scanner can create a copy of each form and a person on the board can be designated to serve some kind of role to hold folks accountable as a peer.

Lots of interesting options.

We have never done this exercise without folks unearthing new folks to engage. Not once.

Go for it!

Who are some of your friends at work?

1. Name: _____ Email/Phone _____
2. Name: _____ Email/Phone _____
3. Name: _____ Email/Phone _____
4. Name: _____ Email/Phone _____
5. Name: _____ Email/Phone _____

Whom have you spoken to about the organization who has expressed genuine enthusiasm (and you haven't really known what to do with that enthusiasm)?

1. Name: _____ Email/Phone _____
2. Name: _____ Email/Phone _____
3. Name: _____ Email/Phone _____
4. Name: _____ Email/Phone _____
5. Name: _____ Email/Phone _____

Whom have you met / Who do you spend social time with / Have fun with?

(Members of your bowling league, volleyball team, running group, gourmet cooking or restaurant group. Pick-up basketball players, the bridge club, your poker buddies, drinking pals, workout friends. Think about classmates from your Lamaze class, aerobics and jazzercise class; people from ski weekends, beach trips, camping trips, vacations, music festivals; People you hike with, camp with, you sing with or play music together. People you shop with and members of your garden club.)

1. Name: _____ Email/Phone _____
2. Name: _____ Email/Phone _____
3. Name: _____ Email/Phone _____
4. Name: _____ Email/Phone _____
5. Name: _____ Email/Phone _____

Think about the last 5-10 times you have gone out to dinner. Who has joined you?

1. Name: _____ Email/Phone _____
2. Name: _____ Email/Phone _____
3. Name: _____ Email/Phone _____
4. Name: _____ Email/Phone _____
5. Name: _____ Email/Phone _____

Who was at your Thanksgiving table? Your Passover Seder?

1. Name: _____ Email/Phone _____
2. Name: _____ Email/Phone _____
3. Name: _____ Email/Phone _____
4. Name: _____ Email/Phone _____
5. Name: _____ Email/Phone _____

Do you send holiday cards? Who is on that list that should be on this one?

- 1. Name: _____ Email/Phone _____
- 2. Name: _____ Email/Phone _____
- 3. Name: _____ Email/Phone _____
- 4. Name: _____ Email/Phone _____
- 5. Name: _____ Email/Phone _____

Think about family. Family members (especially the ones you are speaking with) love to support the work of their loved ones.

(Parents, step-parents, step-siblings, siblings, aunts, uncles, cousins, nephews and nieces. Don't forget relatives who live out of town and those who you haven't seen in a while.)

- 1. Name: _____ Email/Phone _____
- 2. Name: _____ Email/Phone _____
- 3. Name: _____ Email/Phone _____
- 4. Name: _____ Email/Phone _____
- 5. Name: _____ Email/Phone _____

How about folks you haven't seen in while?

(Friends from your old job, who you used to go to school with, maybe your former teachers; other volunteers from here or elsewhere, past sorority and fraternity friends. Have a peek at Facebook maybe?)

- 1. Name: _____ Email/Phone _____
- 2. Name: _____ Email/Phone _____

- 3. Name: _____ Email/Phone _____
- 4. Name: _____ Email/Phone _____
- 5. Name: _____ Email/Phone _____

How about the professionals who support you that you have grown to know over the years?

(Your lawyer, dentist, doctor, pharmacist, broker, dry cleaner, hairdresser, masseuse, children's teacher, vet, computer repair person, your favorite restaurant manager, accountant, landscaper, fix-it person.)

- 1. Name: _____ Email/Phone _____
- 2. Name: _____ Email/Phone _____
- 3. Name: _____ Email/Phone _____
- 4. Name: _____ Email/Phone _____
- 5. Name: _____ Email/Phone _____

How about a few other "orbits"?

(Your house of worship? Your neighborhood? Your old neighborhood? Are there interesting people in your community that you know but not really well who would have a professional (or personal) interest in the work of the organization?)

- 1. Name: _____ Email/Phone _____
- 2. Name: _____ Email/Phone _____
- 3. Name: _____ Email/Phone _____
- 4. Name: _____ Email/Phone _____
- 5. Name: _____ Email/Phone _____

Last call? Anyone else?

1. Name: _____ Email/Phone _____

2. Name: _____ Email/Phone _____

3. Name: _____ Email/Phone _____

4. Name: _____ Email/Phone _____

5. Name: _____ Email/Phone _____

